AN ABC CONTEMPORARY NETWORK STATION

WSUA

"THE HOME OF MAGIC SOUND"

rate card # 6
effective September, 1969

SERVING:	STATE UNIVERSITY OF NEW YORK AT ALBANY
COVERAGE:	2 CAMPUSES, 4 QUADS, 5000+ STUDENTS
FREQUENCY:	640 KH
POWER:	1000 WATTS CARRIER CURRENT
OFFICES: STUDIO:	750 STATE STREET ALBANY, NEW YORK 12203
PHONES:	518 472-4203 518 472-4204 518 472-6400

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REPRESENTED NATIONALLY BY

CAMPUS MEDIA, INC.

(A Subsidiary of
Thaddeus Suski Productions, Inc.)

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WSUA IS A MEMBER OF THE
INTERCOLLEGIATE BROADCAST SYSTEM

ADVERTISING SPOT RATES
PRIME TIME

	DURATION (SECONDS)		
	60	30	15
1 - 12x	2.50	1.90	1.00
13 - 25x	2.40	1.80	.95
26 - 51x	2.25	1.70	.90
52 - 99x	2.10	1.60	.85
100 - 199x	1.75	1.30	.70
200 - 399x	1.60	1.20	.65
400 - 599x	1.50	1.15	.60
600x - up	1.40	1.05	.55

BROADCAST TIME RATES
PRIME TIME

	DURATION (MINUTES)				
	60	30	15	10	5
1 - 3x	20.00	11.00	6.05	3.60	3.00
4 - 9x	18.00	9.90	5.45	3.25	2.75
10 - 24x	14.00	7.70	4.25	2.55	2.40
25 - 49x	13.00	7.15	3.90	2.35	2.30
50 - 99x	12.00	6.60	3.60	2.10	2.05
100x - up	10.00	5.50	2.90	2.00	1.90

PRIME TIME

MONDAY - FRIDAY	2 - 5 pm	7 - 11 pm
SATURDAY	11 am -	9 pm
SUNDAY	7 pm -	11 pm

NON-PRIME TIME

AVAILABLE AT 60 PERCENT OF APPLICABLE PRIME TIME RATE.

We subscribed to the terms as adopted by the A.A.A.A.-N.A.B. standard terms, 1942.

TERMS

1. Quantity discounts are based on the number of spots actually aired or ordered, whichever is larger, during an academic year commencing on September 1, and terminating on August 31, unless a broadcast order spans two station years, in which case the term of the order will prevail.

2. Either party may cancel a broadcast order by giving the other party fourteen days written notice. If the station cancels the broadcast order the rates according to the order will prevail. In the event the orderer cancels the contract, the rates for those spots actually run will prevail.

3. If the station is unable to air the announcements or program as scheduled, the orderer may either be given a pro rata refund or a substitute make-good schedule arranged. If a substitute schedule is arranged the lower of contract rate of rates for those run will prevail.

4. Payment is due in full, less an agency commission of fifteen percent for bona fide advertising agencies, by the last day of the month following broadcast. All invoices will be rendered as of the fifth of the month following broadcast.

   As a convenience, the station will prepare commercials for advertisers and/or record them on tape cartridge.

WSUA IS 1000 WATTS OF STUDENT POWER AT SUNYA

W S U A

I S

S T U D E N T S

1. WSUA IS 100% STUDENT PROGRAMMED
(MANY OF OUR STAFF MEMBERS WORK PART-TIME FOR AREA STATIONS)

2. WSUA IS 100% PROFESSIONALLY EQUIPPED AND VALUED AT OVER $50,000
(LARGE FOR A COLLEGE STATION)

3. WSUA IS 100% STUDENT AND ADVERTISER SUPPORTED
(WE RECEIVE NO UNIVERSITY FUNDING)

4. WSUA IS 100% STUDENT OPERATED AND MANAGED
(NO UNIVERSITY CONTROL)

S O W H A T ?

100% STUDENTS MEANS THEY LISTEN AND

B U Y

IF YOU ARE INTERESTED IN STUDENTS

GO WITH THE LEADER AT SUNY AT ALBANY

W S U A 6 4 0